

ENERGY STAR® QUALIFIED CEILING FANS WITH INTEGRAL LIGHT KITS

CONSUMER BENEFITS

- ENERGY STAR qualified ceiling fans move air up to 20% more efficiently than conventional models. ENERGY STAR qualified ceiling fans with integral light kits are up to 50% more energy efficient than conventional ceiling fan lighting, saving consumers between \$15-20 per year. (see tables 1 and 2)
- Using ceiling fans during the summer makes consumers feel cooler and allows them to turn up their thermostat resulting in increased savings.
- Ceiling fan direction can be reversed in the winter to keep rooms warmer and cut down on heating costs.

Table 1. ENERGY STAR Ceiling Fan Requirements Version 2.0		
Fan Speed	Airflow	Efficiency
Low	1250 CFM	155 CFM/W
Medium	3000 CFM	100 CFM/W
High	5000 CFM	75 CFM/W
Warranty: 30 years for motor and 1 year for all other components		

Table 2. Potential savings estimates for use of ENERGY STAR fans with integral light kits			
Avg Annual Ceiling Fan Use Time (hrs)*	Avg Annual Lighting Use Time (hrs)*	Annual Savings from ENERGY STAR (kWh)**	Annual Cost Savings from ENERGY STAR^
2008	1460	225	\$19
*CCAP (2001).			
** Estimates assume CCAP ENERGY STAR savings of 3 W for ceiling fan motor and 150 W for ceiling fan lighting.			
^ Assumes energy cost of \$.0841 per kWh. Source: DOE, Energy Information Administration, Form EIA-826, "Monthly Electric Sales and Revenue Report with State Distributions Report."			

UTILITY COST EFFECTIVENESS DATA

- Average product lifetime: 10 years¹
- Average annual energy savings from ENERGY STAR qualified ceiling fans with integral light kits: 225kWh
- Approximate price range for ENERGY STAR qualified ceiling fans with integral light kits: \$80-\$425
- Approximate price range for non-qualifying ceiling fans with integral light kits: \$60-\$1000²
- Average price premium for ENERGY STAR qualified ceiling fans with integral light kits: \$30³
- Percent of US households with at least one ceiling fan: 65%⁴
- Average number of ceiling fans per household with ceiling fans: 2.8⁵
- Current national market share of ENERGY STAR qualified ceiling fans: 16%⁶
- Current national market share of ENERGY STAR qualified ceiling fans with integral light kits: 3%⁷
- 2003 national ceiling fan shipments: 15.5 million⁸
- Florida, California, Texas, Pennsylvania and New York account for the largest percentage of ceiling fan sales.⁹

¹ CCAP, 2001

² The ranges for both ENERGY STAR qualified fans and non-qualifying fans are high because fans are a product sold predominantly on aesthetics. Many components can affect price including finish, blade design and material, and lighting fixture design.

³ This number is based upon the average price premium between a fluorescent fixture versus an incandescent fixture since it is the only constant between qualified and non-qualified fans that we can isolate.

⁴ RECS, 2001

⁵ RECS, 2001

⁶ CCAP, 2001

⁷ CCAP, 2001

⁸ Appliance Magazine 51st Annual Report, May 2004

⁹ IMR, 2002

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MARKET SNAPSHOT

Table 3. ENERGY STAR Ceiling Fan Brands w/ Lighting Manufacturers by Retail Outlet	
Lighting Showrooms	Casablanca, Craftmade, Hunter, Monte Carlo, Westinghouse, Sea Gull
The Home Depot	Hunter, Hampton Bay
Lowe's	Hunter, Harbor Breeze
Ace	Hunter, Westinghouse
Costco	Hunter
Menards	Westinghouse
Wal-Mart	Hunter
Sam's Club	Hunter

- Ceiling fan sales are driven largely by aesthetics as the fans themselves are increasingly viewed as a decorative fixture.
- The peak sales months for ceiling fans with integral light kits are April through July.
- From 1999 to 2002, ceiling fans with integral light kits accounted for about 80% of total purchases. Ceiling fan (only) purchases accounted for about 13% of purchases and ceiling fans with integral light kits sold separately accounted for about 8% of purchases.¹⁰
- In 2001 and 2002, ceiling fans with integral light kits accounted for 84%, 94%, and 78% of ceiling fans purchased at The Home Depot, Wal-Mart, and Lowe's, respectively; ceiling fans (only) represented less than 10% of total ceiling fan sales for each location. Alternatively, ceiling fans with integral light kits accounted for 20% of fans purchased at lighting/lamp/fan stores, while 52% of ceiling fan purchases came with light kits sold separately, and 28% were ceiling fans (only).¹¹ Table 3 lists the brands available for each major retailer.
- Over the past two years, ten states have introduced legislation aiming to mandate Tier 1 ENERGY STAR criteria for all ceiling fans sold and/or installed within the state. Maryland passed a law this year and it will go into effect on March 1, 2005 for ceiling fans and March 1, 2007 for ceiling fan light kits. Massachusetts, New Jersey and New York have similar legislation pending. **UPDATE:** The Energy Policy Act of 2005 requires that all ceiling fans and ceiling fans with pin-based light kits manufactured on or after January 1, 2007 must meet ENERGY STAR requirements or ceiling fans without pin-based light kits must be shipped with ENERGY STAR qualified lighting.
- Almost all ceiling fans are imported. Of all ceiling fans imported in 2003, 57% were from China, 25% from Taiwan, and 15% were from Thailand.¹² Congress recently passed a bill that included a provision repealing the import tariff on ceiling fans.

¹⁰ IMR, 2002

¹¹ IMR, 2002

¹² US International Trade Commission